

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----046763 171635Z /53

R 171531Z APR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7749
USMISSION USBERLIN
AMCONSUL DUSSELDORF
AMCONSUL MUNICH

UNCLAS SECTION 01 OF 02 BONN 07053

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - VANDERBURGH & CO.INC.,
NEW YORK, N.Y.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

HANS JOACHIM PFENNING KG
SAALESTRASSE 34
D-1000 BERLIN 44, GERMANY
CONTACT: HERR H.J. PFENNIG
PHONE: (030) 684 17 80
COMMENT: FIRM IS A LEADING DISTRIBUTOR OF BEAUTY
SUPPLIES IN NATIONAL MARKET. FOR PRODUCT LINES OFFERED
THERE COULD BE EXCELLENT MARKET IN BERLIN. INTERESTED
FIRM WAS ESTABLISHED IN 1951, EMPLOYS 10. WELL
ESTABLISHED COMPANY HAS ACHIEVED SUBSTANTIAL EXPANSION
OF ITS MARKET SHARE IN RECENT YEARS. FIRM HAS FINE
RECORD OF SUCCESS IN LAUNCHING NEW PRODUCTS IN GERMANY.
HERR PFENNIG WOULD LIKE ADDITIONAL INFORMATION IN
GERMAN, IF AVAILABLE. HE DESIRES DIRECT CONTACT WITH
THE ADS CLIENT. BANK/FINANCIAL REFERENCE: BERLINER
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COMMERZBANK AG, POTSDAMER STRASSE 125, D-1000 BERLIN 30,
GERMANY, PHONE: (030) 26 971.

PARFUEMERIE DOUGLAS GMBH
POSTFACH 1609, KABELER STR.
D-5800 HAGEN-BATHEY
CONTACT: HERR BIBER, CENTRAL BUYER

PHONE: 02331/6901

COMMENT: COMPANY WOULD LIKE TO RECEIVE A DETAILED OFFER WITH PRICE QUOTATIONS, DELIVERY AND PAYMENT TERMS AND SAMPLES OF THE MEDIUM AND HIGH-PRICED BRUSHES. HERR BIBER SAID THAT SAMPLES ARE ABSOLUTELY NECESSARY TO MAKE A FINAL DECISION. PARFUEMERIE DOUGLAS IS A SPECIALTY STORE CHAIN SELLING SUPERIOR COSMETICS AND PERFUMES. IT IS A SUBSIDIARY OF HUSSEL AG, HAGEN, A CONCERN WHICH ACHIEVES ANNUAL SALES OF 680 MILLION DMS AND EMPLOYS 3,700.

KAISER'S KAFFEE GESCHAEFT
ZENTRALEINKAUF KAISER'S DRUGSTORES
POSTFACH 100420
BRUECKENSTR. 4
D-4060 VIERSEN 1
CONTACT: HERR KRUG, CENTRAL BUYER
PHONE: 02162/1501

COMMENT: TENTATIVELY INTERESTED IN FAY'S HAIR BRUSHES. /HOWEVER TO MAKE A FINAL DECISION, HERR KRUG NEEDS A DETAILED OFFER WITH SAMPLES OF THE LOW AND MEDIUM-PRICED BRUSHES. KAISER'S DRUGSTORES OPERATE 74 CHAIN STORES IN GERMANY WHICH MAINLY SELL MEDIUM-PRICED COSMETICS AND RELATED ITEMS. THEY ARE SUBSIDIARIES OF KAISER'S KAFFEE, LEADING FOOD STORE CHAIN WITH 511 STORES AND

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ANNUAL SALES OF 1.6 BILLION DMS.

PARA EINKAUFS- UND VERTRIEBS
AKTIENGESELLSCHAFT
HERZOGSPITALSTRASSE 11
D-8000 MUENCHEN 2
CONTACT: HERR WERNER TEGTMEYER
PHONE: 089-268066
COMMENT: GERMAN FIRM, FOUNDED 1923, EMPLOYING 55, SALES
VOLUME DM 5 MILLION, WORKING CAPITAL DM 100,000 IS
ENGAGED IN DISTRIBUTION AND WHOLESALE OF COSMETICS,
SOAPS, AND ALL OTHER TYPES OF BARBERS' AND HAIRDRESSER
SUPPLIES. IT EXPORTS TO ALL COMMON MARKET COUNTRIES
AND TO AUSTRALIA. FINANCIAL OBLIGATIONS ARE MET
PROMPTLY, GOOD REPUTATION. HERR TEGTMEYER STATED THAT
THE GERMAN MARKET IS ACTUALLY ALREADY CROWDED WITH HAIR
BRUSHES BUT THAT IF SUBJECT ARTICLES ARE OF FIRST CLASS
QUALITY AND FAVORABLY PRICED, HE WOULD ALWAYS BE
INTERESTED IN NEW ITEMS. HE THOUGHT THAT A PERSONAL
VISIT OF AMERICAN FIRM'S REPRESENTATIVE IN GERMANY
WOULD SERVE PURPOSE BEST. HE MENTIONED THAT REPRESENTA-
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TIVES OF PARA ARE ALSO VISITING THE U.S. FROM TIME TO
TIME AND WOULD THEN CONTACT AMERICAN FIRM. GERMAN
FIRM HAS TO GET, FIRST OF ALL, MORE DETAILED
INFORMATION ON SUBJECT OFFER BEFORE DECIDING ON WHETHER
OR NOT TO TAKE OVER SUBJECT DISTRIBUTORSHIP.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Disposition Approved on Date:
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Disposition Reason:
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Subject: ADS REQUEST - VANDERBURGH & CO.INC., NEW YORK, N.Y. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY
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To: COM
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